

# Grant Recognition Options

## Logo

Include The Foundation's logo on your website, newsletter, program, signage or any other communications tool available. To download our logo and graphic standards, visit the [Logo & Recognition](#) page on our website ([wpgfdn.org](http://wpgfdn.org)).

## Decal

Decals are available upon request for placement on a window or glass surface at your organization, preferably in a public area. To request a decal, please contact us.

## Newsletter or program

Include an article about the grant in your print/electronic newsletter or program. If you require information or a Foundation quote for your article, please contact us.

## Media release

Prepare a media release about the grant you've received. If you require information or a Foundation quote for your release, please contact us.

## Banner

The Foundation has banners and signage in a variety of sizes which organizations may borrow to display at special events. To borrow a banner or sign, please contact us.

## Event

Host a media event or public celebration of your project. Please mention The Foundation's role in your project and invite Foundation staff to attend.

## Speaker

Invite a Foundation staff person to bring greetings at your media or public event.

## Signage

Include The Foundation's name and/or logo on any recognition signage you prepare.

## Advertising

If it is your usual process to prepare purchased advertisements recognizing contributions of sponsors and funders, please ensure The Foundation is included.

## Acknowledging a donor

If your grant has been provided by a Donor Advised fund, we may request recognition in the form of a thank you letter. Your Terms of Grant Agreement package will contain the details.

*If you need any of the above tools, or have any questions about grant recognition, please contact the Communications team at 204.944.9474 (toll-free 1.877.974.3631) or [comm@wpgfdn.org](mailto:comm@wpgfdn.org).*

## Additional Recognition Ideas

In addition to the recognition options listed on the previous page, please consider the following opportunities:

### Photos

If you have digital photos of your project and permission to publish from any individuals (or guardians in the case of minors) who appear in the images, please send them to The Foundation. From time to time The Foundation will feature agency stories in newspaper ads, print materials and on our website. Please include all relevant photo courtesy information.

### Keep us in the loop

Is your project having big impact on individuals and families? Are there strong visual elements and great spokespeople? The Winnipeg Foundation regularly features grantees in its traditional and social media. Let us know what's happening in your organization and we'll consider it for upcoming multi-media communications activities.

### Ceremonial presentation

Let us know if you'd like a staff member from The Winnipeg Foundation to present the grant in person to your board, at an AGM, or any other event.

**PLEASE NOTE:** The Winnipeg Foundation frequently receives plaques, framed photos/posters or other mementos in recognition of our support to organizations. While we very much appreciate these gestures, we acknowledge that such items can be costly for organizations to produce. Public recognition as described in this package is sufficient.

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# Standard Description of The Winnipeg Foundation

The Winnipeg Foundation connects donors from all walks of life with local charitable organizations that help our city flourish, for all. The Foundation is an endowment-based organization which means gifts received are pooled and invested. The income generated provides a stable source of support for our community For Good. Forever.

The Foundation makes grants to charitable organizations in the areas of: community service, education and employment, health, environment, heritage, arts and culture, and recreation. In 2017, it distributed distributed \$38.1 million to the community.

Established in 1921, The Winnipeg Foundation is Canada's first community foundation. Today, it is a leader in what has become an international philanthropic movement.

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# Sample Media Release

[Agency letterhead or logo]

## ABC Agency opens doors to summer reading

FOR IMMEDIATE RELEASE, June 1, 2018

Kids in Winnipeg's inner city will have a cool new hangout this summer, thanks to ABC Agency's Reading's Cool program. The new initiative, launched today, will offer neighbourhood children a place to read, play and learn this summer. The program was developed to address the concerns of local parents about summer learning loss, which presents a major challenge for children, particularly those in the neighbourhood served by ABC. By keeping kids reading throughout July and August, the program hopes to improve literacy levels and school success.

"The school year is almost over, but we're going to keep kids excited about reading all summer long," says Jane Smith, Executive Director of ABC Agency. "This new facility, and our special summer programming, has been designed to be fun and engaging for kids while helping prevent literacy loss that often occurs over the summer. The result will be students with higher or sustained reading levels who will be ready for new challenges when they're back in school in September."

The facility has been specially designed with kid-friendly murals, furnished nooks for individual reading and inclusive group play spaces. It also houses a variety of fun, educational games and a lending library. Daily programming throughout the summer will be designed to keep kids active and learning, with special reading challenges and visits by authors and trips to local libraries.

The new facility and programming was supported by a grant from The Winnipeg Foundation. It will be supported by community volunteers and staffed by students from the Urban Green Team.

ABC Agency was established in 1995 to support families in Winnipeg's inner city. It provides a variety of resources, including referrals for group and individual counselling, employment counselling and job experience programs, a community kitchen and garden, and a variety of drop-in programs for children and teens.

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For more information, please contact:  
Jack Jones, Program Coordinator, ABC Agency  
Phone: 123-4567 or email [jack\\_jones@abc.org](mailto:jack_jones@abc.org)